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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

APRIL 1952

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United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

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Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during April 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act (RMA Title II).

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc.,
under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
APRIL 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of oranges, frozen concentrated orange juice, and canned single strength orange juice during April 1952 were equivalent to 7,041,000 boxes of fruit, 18 percent more than in April last year. The increase of 77 percent in the number of gallons of frozen concentrated orange juice purchased, compared with April 1951, and the increase of 29 percent in purchases of canned single strength juice more than offset the decline of 9 percent in purchases of fresh oranges. Prices consumers paid for oranges averaged 18 percent less than a year ago, while those paid for frozen concentrated and canned single strength orange juices were down 25 percent. Purchases of fresh oranges and canned single strength orange juice declined from the levels in March, while those of frozen concentrated orange juice--3,350,000 gallons--were almost unchanged.

Purchases of grapefruit, frozen concentrated grapefruit juice, and canned single strength grapefruit juice reported during the month were equivalent to about 3,100,000 boxes of fruit, approximately 13 percent more than in April last year. Householders bought 2,061,000 boxes of fresh grapefruit, almost one-fourth more than a year ago. Canned single strength grapefruit juice purchases were practically unchanged from April last year. Prices paid for the fresh fruit and canned juice were substantially lower than in April a year ago.

Householders bought the equivalent of 349,000 boxes of lemons during April 1952 in the form of fresh lemons, canned and frozen lemon juices, and lemonade bases, one-fifth more than in March. Household purchases of fresh lemons--251,000 boxes--were almost unchanged from April a year ago, while those of canned lemon juice--56,000 cases--were 17 percent larger. Consumers paid an average of almost 10 cents per 5½-ounce can for canned lemon juice in April and 43 cents per dozen for lemons.

Total household purchases of all canned single strength juices amounted to about 8,000,000 cases in April, slightly less than in March but about one-fourth more than a year ago. The average prices paid by consumers were almost unchanged from those paid in March.

Householders reported purchases of 6,110 tons of dried prunes during April, 13 percent more than in the same month of 1951. Purchases of dates were substantially larger than in April a year ago, primarily as a result of considerably larger purchases of domestic dates--1,072 tons, compared with 725 tons in April last year. Prices of both dried prunes and dates were somewhat lower than a year ago. Householders reported purchases of 528 tons of dried apricots and 517 tons of dried peaches during April 1952.

FROZEN JUICES AND ADE BASES

Householders reported purchases of 3,350,000 gallons of frozen concentrated orange juice during April 1952, about the same volume as in the two preceding months but 77 percent more than during April last year (fig. 4). Purchases were made at an average price of 16.5 cents per 6-ounce can, about unchanged from the average in March. During April, 24.5 percent of all families bought frozen concentrated orange juice, the highest proportion for any month so far and considerably above the 18 percent in April last year (table 1).

For the season to date (October 1951-April 1952), purchases by households exceeded those of the corresponding period a year ago by about 65 percent. Prices consumers paid for a 6-ounce can of frozen concentrated orange juice at the beginning of the current season averaged about 2 cents less than a year earlier, but by April the average was almost 5.5 cents below that of a year ago.

Householders purchased 268,000 gallons of shelf-pack (nonfrozen) orangeade base in April 1952, the second month for which purchases of this product have been reported (table 1). This was an increase of almost one-half, compared with purchases in January 1952, the other month for which these data were obtained. Consumers paid an average of 14.7 cents per 6-ounce can, slightly less than in January. Almost 3 percent of all families bought shelf-pack orangeade base, a somewhat larger proportion than in January.

Householders bought 129,000 gallons of frozen lemonade base during April 1952, a substantially larger quantity than in the preceding month (table 1). Consumers paid an average of 15.5 cents per 6-ounce can for frozen lemonade base during April, slightly less than in March. The proportion of families that bought frozen lemonade base increased to 2.3 percent from 1.5 percent in the previous month.

Frozen concentrated grape juice purchases by households amounted to 191,000 gallons during April 1952, about 5 percent less than in March (table 1). The average price consumers paid, 22.7 cents per 6-ounce can, was practically unchanged from the preceding month. About 3.5 percent of the families bought frozen concentrated grape juice, somewhat less than in March.

CANNED JUICES

Householders purchased a total of 8,028,000 cases (equivalent No. 2 cans) of canned single strength juices in April 1952, about one-fourth more than a year ago but a decline of 5 percent from the total in March. Purchases of all major canned juices, except orange-grapefruit blended juice, declined moderately from March, while prices were relatively unchanged. However, prices consumers paid for the principal citrus juices averaged about one-fourth below those of April a year ago (table 2).

Householders bought 1,817,000 cases (equivalent No. 2 cans) of canned single strength orange juice in April 1952. This was 10 percent less than in March but 30 percent more than in April a year ago (fig. 5). Consumers paid an average of 25 cents per 46-ounce can for orange juice, almost unchanged from March but about 8 cents less than in April last year. About 16 percent of all families bought canned orange juice during the month. The decrease in canned single strength orange juice purchases in April, compared with the preceding month, resulted from fewer families buying rather than from a change in the average volume purchased per family. Purchases in both months averaged almost $2\frac{1}{2}$ of the 46-ounce cans per buying family. For the season to date (October 1951-April 1952), householders purchased about 30 percent more canned orange juice than in this period last season.

During April 1952, data also were obtained on household purchases of canned orangeade. Purchases were equivalent to 224,000 cases of No. 2 cans, almost unchanged from the volume reported for January 1952, the only other month for which purchase data have been reported. Consumers paid an average of 27.1 cents per 46-ounce can, slightly less than in January (table 5). Prices paid for this product again averaged somewhat higher than for single strength orange juice. This possibly resulted from a larger proportion of canned orangeade purchased in relatively high priced areas and retail outlets than was the case for canned single strength orange juice.

Consumers bought 988,000 cases (equivalent No. 2 cans) of canned single strength grapefruit juice in April 1952. This was practically the same quantity as in April last year but was 7 percent less than in March (fig. 5). They paid an average of 22 cents per 46-ounce can for grapefruit juice, practically the same as in March but almost 7 cents less than a year ago. The decrease in purchases in April, compared with the preceding month, resulted from a decline in the proportion of families buying--9 percent, compared with 11 percent. However, families that bought canned grapefruit juice in April purchased an average of $2\frac{1}{3}$ of the 46-ounce cans, compared with about 2 cans each in March. For the season to date (October 1951-April 1952), household purchases of canned grapefruit juice were 4 percent below those of the same period a year earlier.

Household purchases of canned orange-grapefruit blended juice amounted to 506,000 cases (equivalent No. 2 cans) in April, 7 percent more than in the preceding month and 18 percent more than a year ago (fig. 5). The average price paid, 24 cents per 46-ounce can, was slightly higher than in March but was 8 cents less than in April a year ago. Nearly 6 percent of all families bought orange-grapefruit blended juice during the month and purchased an average of almost 2 of the 46-ounce cans per family. For the season to date, purchases exceeded those of the corresponding months a year ago by 6 percent.

Householders reported purchasing the equivalent of 56,000 cases of No. 2 cans of lemon juice in April 1952, 17 percent more than a year ago and 14 percent more than in March (table 2). They paid an average of almost

10 cents per $5\frac{1}{2}$ -ounce can for lemon juice in April, nearly 1 cent less than in March. The increase in April purchases, compared with those of March, was accounted for entirely by larger purchases per buying family. Families that bought lemon juice in April purchased almost $3\frac{1}{2}$ cans, one-third of a can more than in March. During both months, almost 3 percent of all families made purchases.

Purchases of canned pineapple juice by householders amounted to 1,310,000 cases (equivalent No. 2 cans) during April, 7 percent less than in March but 62 percent more than in April a year ago. Prices paid averaged 25 percent lower than a year ago but were unchanged from the average in March. Slightly more than 16 percent of all families made purchases during the month (table 2).

Householders purchased 1,808,000 cases (equivalent No. 2 cans) of tomato juice in April, almost equal to the large volume bought in March and 21 percent more than in April last year. Consumers paid an average of 27 cents per 46-ounce can for tomato juice in April, unchanged from March and only 1 cent less than the average paid in April last year.

Prune juice purchases by householders were equivalent to 417,000 cases of No. 2 cans in April, slightly less than in March but one-fourth more than in April 1951 (fig. 9). The average price paid, 32 cents per 32-ounce bottle, was almost unchanged from the preceding month and from April a year ago.

FRESH CITRUS FRUIT

Householders reported purchasing a total of 3,103,000 boxes of oranges in April 1952, 6 percent less than in March and 9 percent less than in April a year ago (fig. 1). Compared with April 1951, the decline in household purchases of oranges was largely accounted for by smaller purchases of California-Arizona oranges, amounting to 826,000 boxes, 44 percent less than a year ago. Purchases of Florida oranges, on the other hand, totaling 1,809,000 boxes, were 28 percent larger than a year ago (fig. 6). Consumers paid an average of 47 cents per dozen for California-Arizona oranges, compared with 52 cents in April last year. Prices paid for Florida oranges averaged 35 cents per dozen, considerably below the 45 cents paid in April 1951. Household purchases of California-Arizona oranges during October 1951-April 1952 were down 6 percent, compared with purchases during the same months a year earlier, while purchases of Florida oranges were up 14 percent.

Householders bought about 2,000,000 boxes of grapefruit in April, almost as much as in March but nearly one-fourth more than in April 1951. Prices paid averaged 83 cents per dozen, about the same as in March but 11 cents less than in April last year (fig. 7). Almost one-third of all families bought grapefruit in April. Buying families purchased an average of 10 grapefruit each during the month. Household purchases of grapefruit during October 1951-April 1952 exceeded those of the same months a year earlier by 7 percent.

Purchases of lemons by householders amounted to 251,000 boxes in April, 15 percent more than in March and 5,000 boxes more than in April 1951 (fig. 8). The increase in purchases, compared with March, was the result of more families buying during the month and also to an increase in the amount purchased per buying family. Families that bought in April purchased an average of about 9 lemons each.

DRIED FRUITS

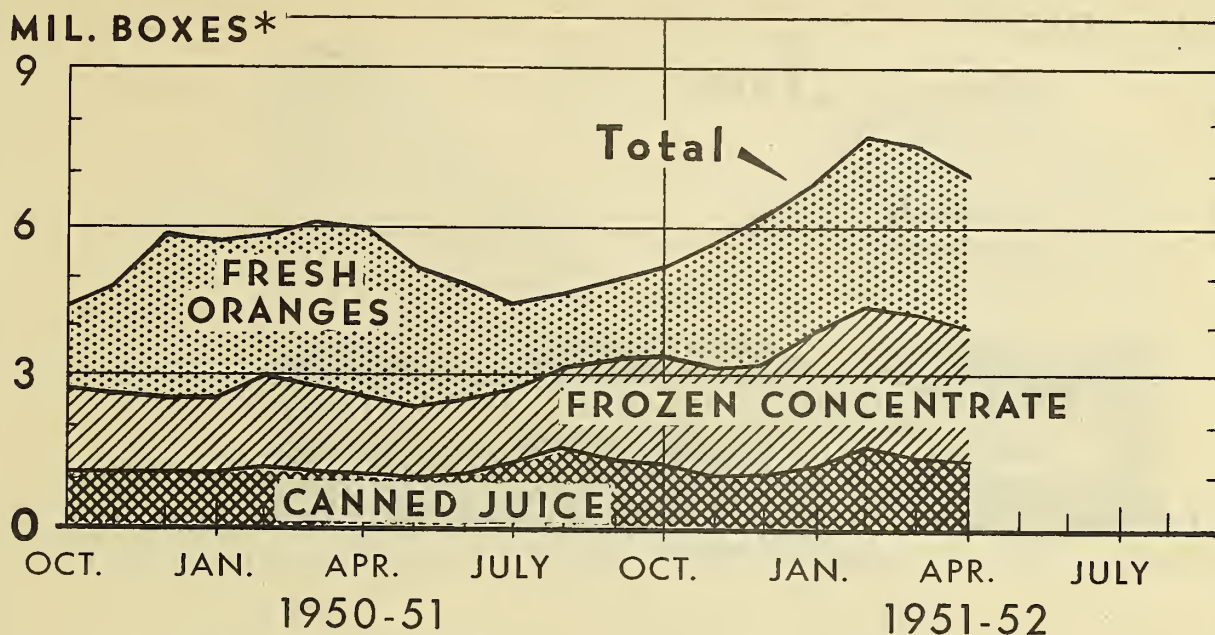
Householders reported buying 6,110 tons of dried prunes during April 1952, about 16 percent less than in the previous month but 13 percent more than in April last year (fig. 9). Consumers paid an average of 24.5 cents per pound for dried prunes during the month, unchanged from the preceding month but about 2.5 cents less than the average paid in the same month a year ago. The increase in purchases during April, compared with a year ago, was the result of larger purchases per buying family. This increase in purchases per buying family more than offset the decline in the number of families that bought dried prunes.

During the period October 1951-April 1952, dried prune purchases by householders were about 7 percent larger than for the corresponding period a year earlier. Prices paid by consumers averaged from 1 to $2\frac{1}{2}$ cents per pound lower in most of these months than in the same months a year ago.

Householders reported buying 1,609 tons of dates during April 1952, an increase of about one-third, compared with the same month last year. Most of the gain was accounted for by an increase in purchases of domestic dates--1,072 tons, compared with only 725 tons in April 1951 (fig. 10). Imported date purchases totaled 362 tons, about 15 percent larger than a year earlier. There were 175 tons of dates bought during the month which were not identified as to origin. Prices consumers paid for domestic and imported dates, averaging 27.9 cents and 45.2 cents per pound, respectively, were moderately lower than those of a year earlier. Almost 6 percent of all families purchased dates during April 1952, compared with 5 percent during the same month last year (table 4).

Householders reported purchases of 528 tons of dried apricots during April 1952, somewhat less than the total during this month last year. Dried peach purchases were 517 tons, a slight increase from the amount bought in April a year ago. Average prices consumers paid for dried apricots and dried peaches, 60.9 cents and 42.7 cents per pound, respectively, were almost unchanged from a year earlier (table 4).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

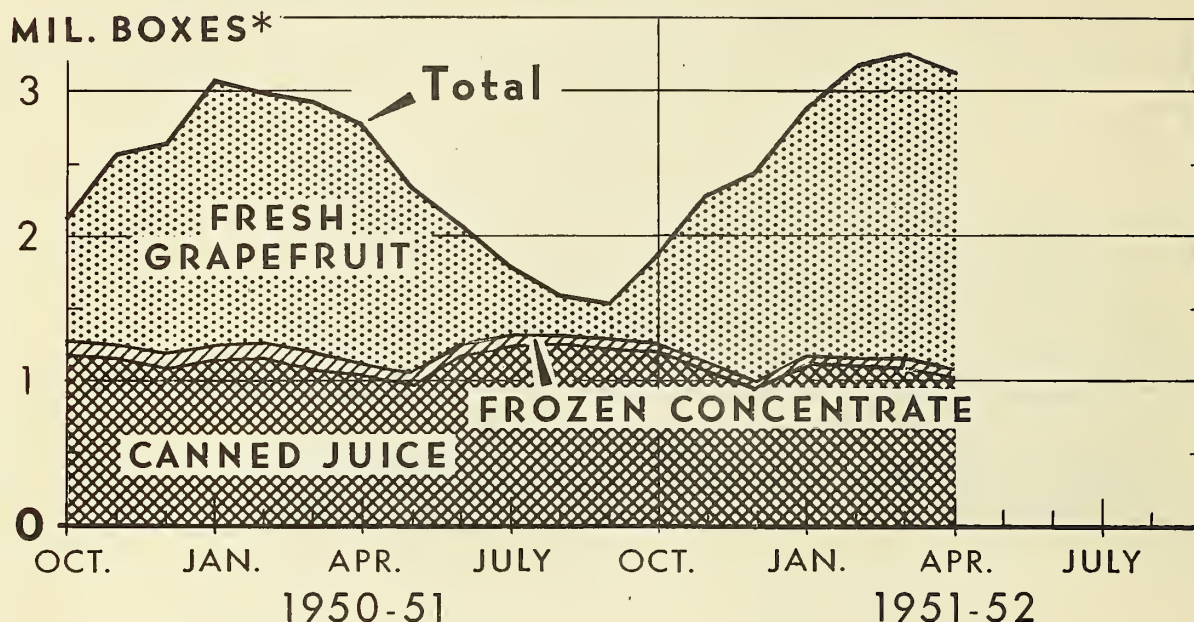
Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
December	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
October-December 3/	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
January	3,401	3,216	2,551	1,463	1,289	1,050	6,941	5,729
February	3,275	3,083	2,790	1,619	1,607	1,141	7,672	5,843
March	3,301	3,375	2,752	1,600	1,399	1,119	7,452	6,094
October-March 3/	18,775	18,498	15,463	10,044	8,358	7,058	42,596	35,600
April	3,103	3,401	2,628	1,546	1,310	1,043	7,041	5,990
May		2,796		1,440		944		5,180
June		2,296		1,444		1,013		4,753
October-June 3/		27,632		14,841		10,284		52,757
July		1,749		1,383		1,306		4,438
August		1,478		1,573		1,570		4,621
September		1,656		1,929		1,361		4,946
Season 3/		32,955		20,442		14,892		67,989

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November	1,182	1,319	57	98	1,055	1,151	2,294	2,568
December	1,453	1,425	57	102	934	1,096	2,444	2,623
October-December 3/	3,638	3,925	200	335	3,478	3,756	7,316	8,016
January	1,732	1,810	58	101	1,110	1,139	2,900	3,050
February	2,033	1,709	57	107	1,099	1,152	3,189	2,968
March	2,113	1,713	62	125	1,082	1,081	3,257	2,919
October-March 3/	10,026	9,687	386	698	7,056	7,431	17,468	17,816
April	2,061	1,660	54	87	1,018	1,017	3,133	2,764
May		1,263		82		969		2,314
June		804		94		1,155		2,053
October-June 3/		13,687		989		10,847		25,523
July		455		84		1,232		1,771
August		267		70		1,247		1,584
September		246		73		1,217		1,536
Season 3/		14,745		1,236		14,873		30,854

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

MIL. BOXES



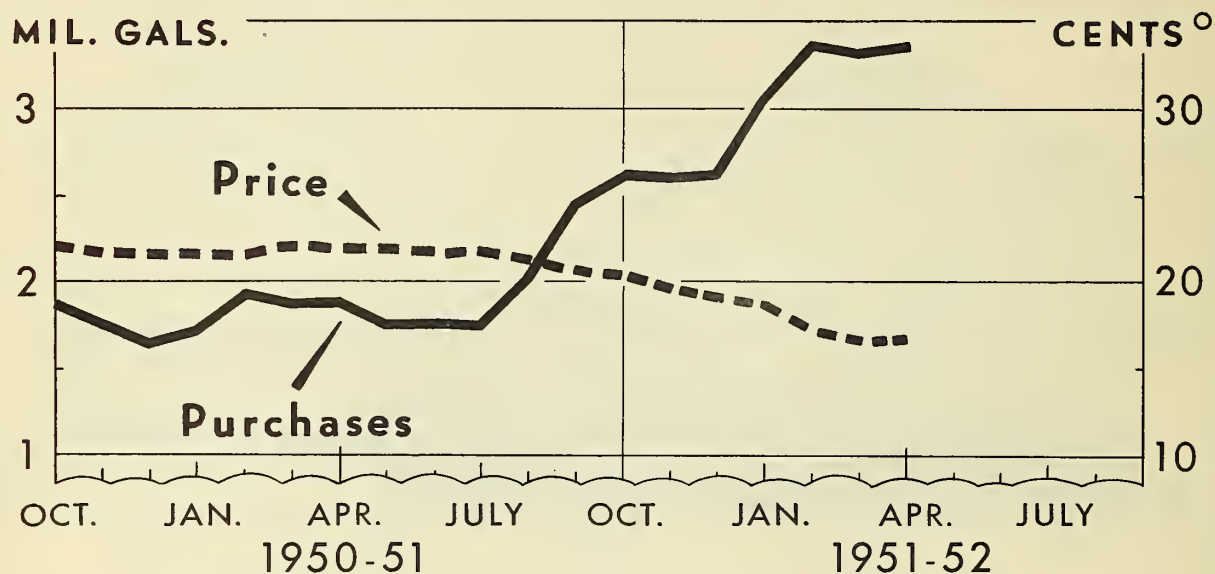
NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Period	Lemon juice	Lemonade bases			Fresh lemons	Total
	<u>1/</u>	Frozen	Shelf pack	Total		
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1951						
June	90	75	16	91	466	647
July	108	129	27	156	584	848
August	85	148	23	171	497	753
September	47	55	11	66	300	443
October	47	40	5	45	236	328
November	47	27	4	31	192	270
December	48	19	3	22	209	279
October-December 2/	160	92	14	106	683	949
1952						
January	53	22	2	24	206	283
February	45	18	5	23	202	270
March	51	21	4	25	218	294
October-March 2/	318	156	26	182	1,369	1,869
April	60	33	5	38	251	349
May						
June						
October-June 2/						

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

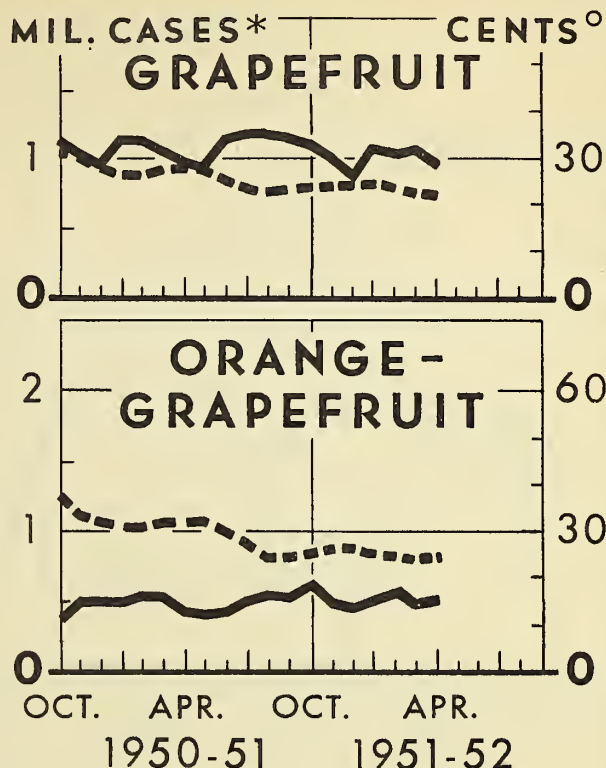
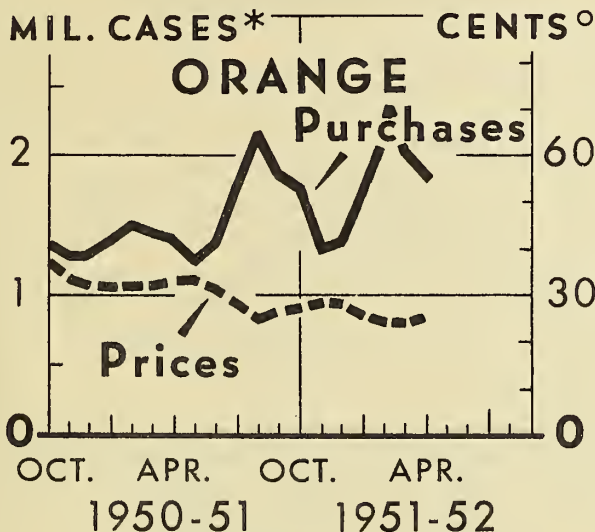
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February	3,358	1,917	16.7	21.5
March	3,314	1,872	16.3	22.1
October-March 1/	19,096	11,752		
April	3,350	1,892	16.5	21.9
May		1,768		21.9
June		1,775		21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid,
October 1950 to date

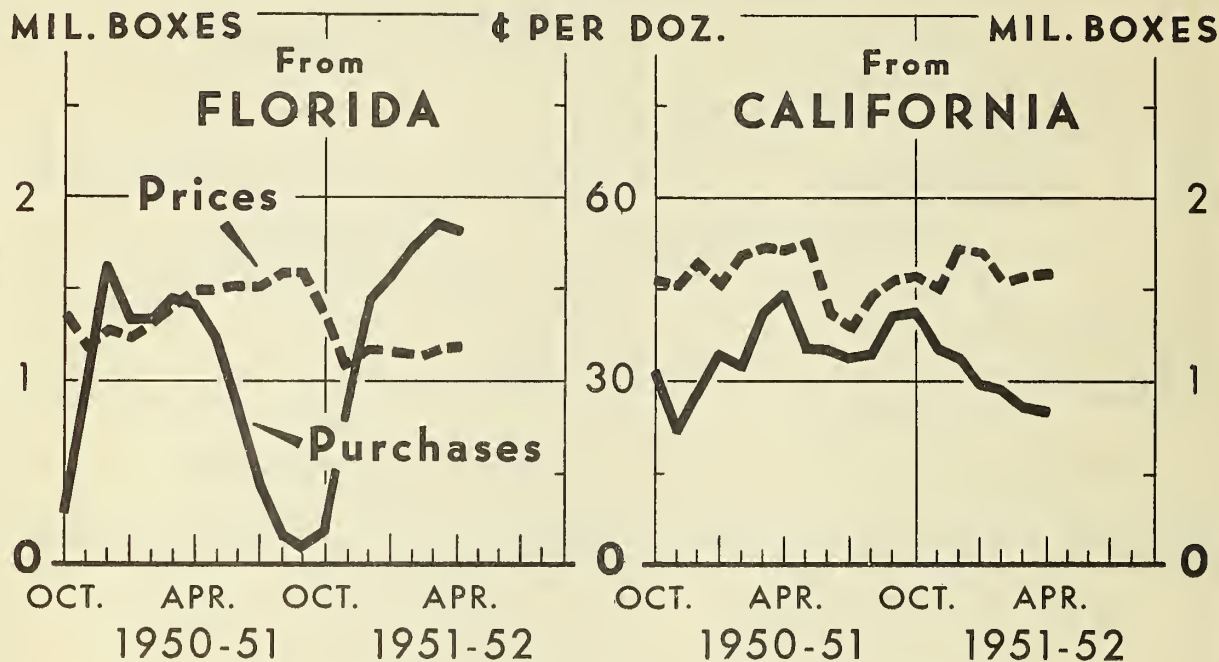
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
			per 46 oz. can				per 46 oz. can				per 46 oz. can	
	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368	26.6	31.5	1,068	1,138	24.0	27.3	528	499	25.3	31.1
February	2,309	1,690	24.6	32.0	1,041	1,135	23.1	27.0	557	536	24.4	30.7
March	2,016	1,456	24.4	32.3	1,062	1,049	22.2	27.8	474	537	23.4	31.8
October-March 2/	11,570	8,931			6,692	7,012			3,343	3,193		
April	1,817	1,403	24.9	33.2	988	975	21.9	28.4	506	429	24.0	32.0
May		1,261		33.3		931		28.0		405		32.3
June		1,358		31.0		1,138		25.6		426		30.1
October-June 2/		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE.

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

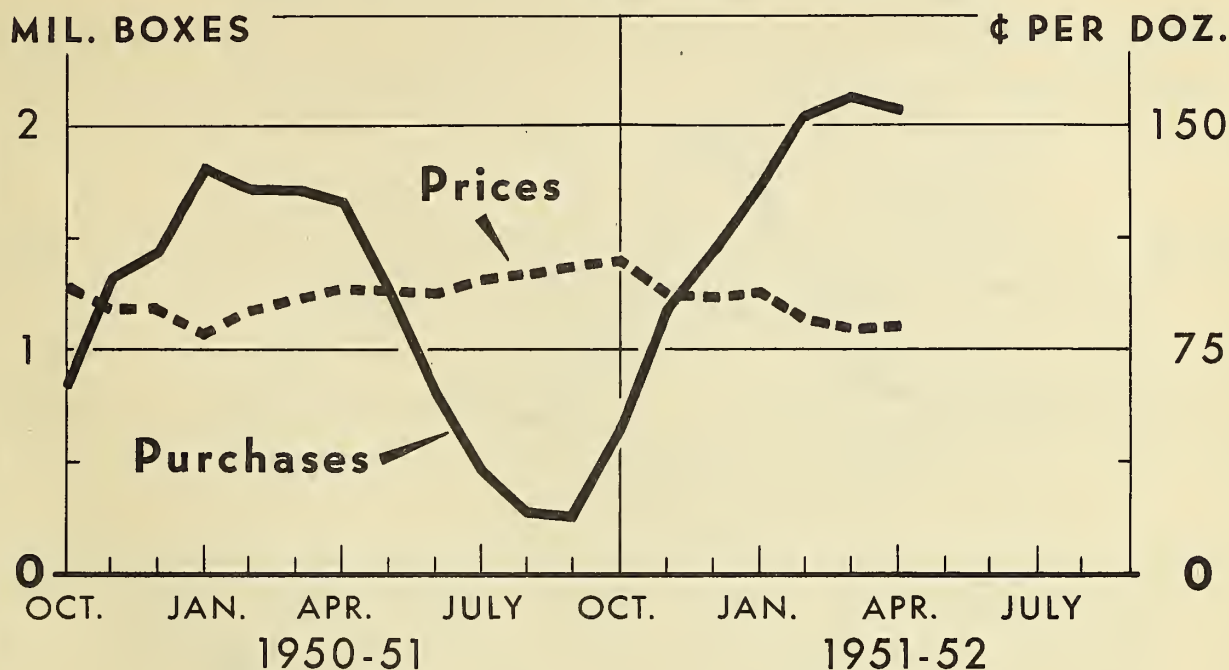
Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,468	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February	1,735	1,327	34.0	39.4	956	1,074	46.5	50.7
March	1,869	1,451	34.8	42.1	862	1,370	46.6	52.1
October-March 1/	8,572	7,713			6,917	6,797		
April	1,809	1,412	35.3	44.6	826	1,472	47.2	51.8
May		1,243		45.1		1,171		52.3
June		830		45.7		1,160		41.0
October-June 1/		11,458				10,859		
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

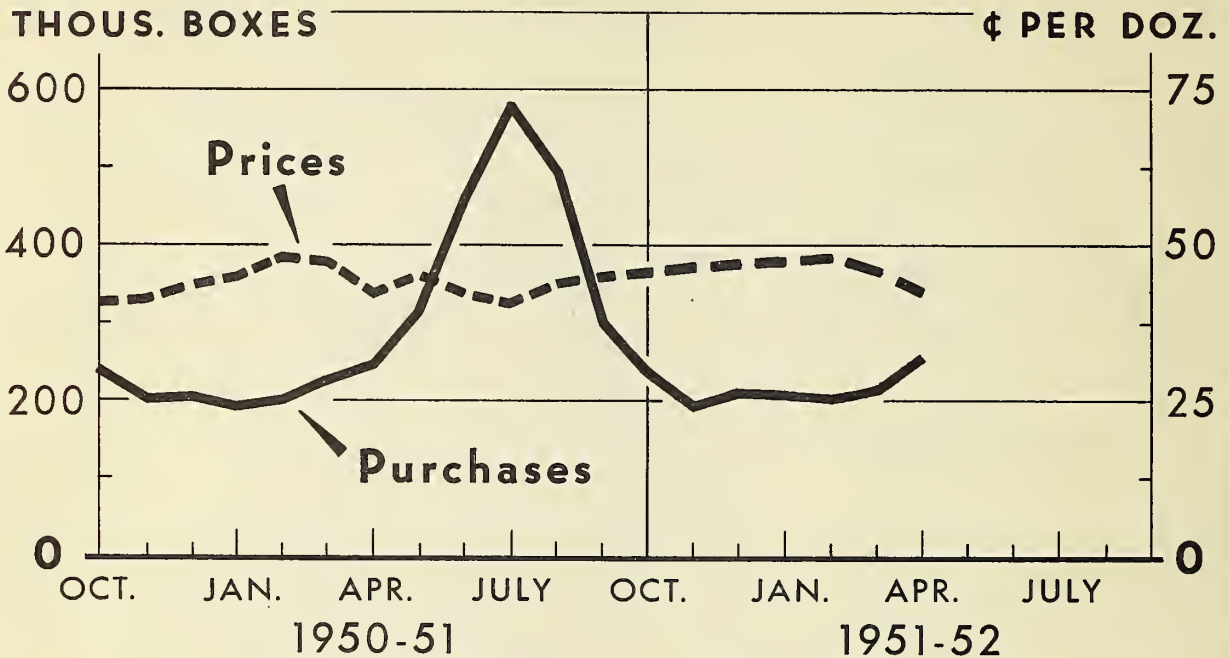
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February	2,033	1,709	84.1	87.3
March	2,113	1,713	81.8	91.8
October-March 1/	10,026	9,687		
April	2,061	1,660	83.0	94.0
May		1,263		94.3
June		804		93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

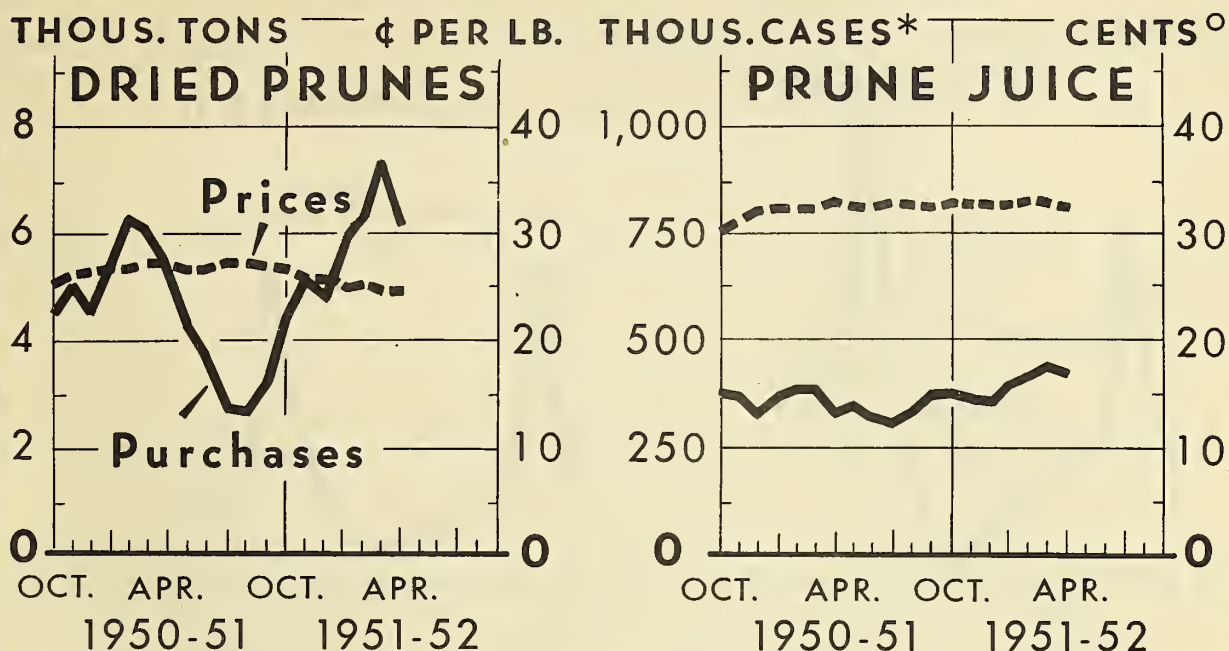
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October -December 1/	683	691		
January	206	193	47.4	44.8
February	202	200	47.8	48.1
March	218	224	45.9	46.9
October-March 1/	1,369	1,365		
April	251	246	42.9	42.3
May		314		44.5
June		466		41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.—Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

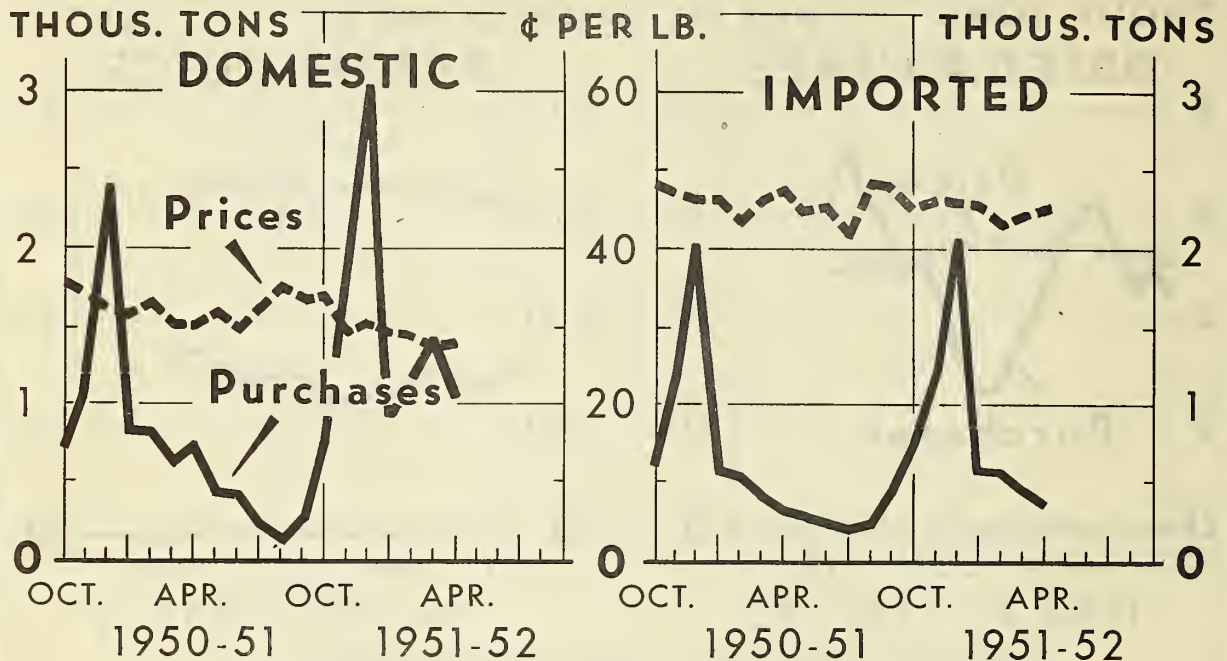
Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
			per pound				per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	<u>Tons</u>	<u>Tons</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 cases 1/</u>	<u>1,000 cases 1/</u>	<u>Cents</u>	<u>Cents</u>
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February	6,292	6,318	25.1	26.7	415	387	32.9	32.3
March	7,276	6,075	24.5	27.1	435	386	32.5	32.4
October-March 2/	37,068	35,037			2,578	2,439		
April	6,110	5,405	24.5	27.1	417	334	32.2	32.9
May		4,304		26.7		354		32.6
June		3,667		26.8		324		32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December 1/	6,251	4,643			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February	1,086	824	28.9	32.8	555	537	43.3	43.6
March	1,407	625	27.3	30.3	446	410	44.3	46.4
October-March 1/	9,917	7,077			6,146	5,805		
April	1,072	725	27.9	30.0	362	315	45.2	47.7
May		428		31.7		284		45.0
June		413		29.7		240		45.5
October-June 1/		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		411		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices and ade bases: U. S. total consumer purchases, percentage of families buying, and average prices, April 1952, March 1952, and April 1951 ^{1/}

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices:</u>			
Orange juice			
April 1952	3,350	24.5	16.5
March 1952	3,314	23.7	16.3
April 1951	1,892	18.3	21.9
Grape juice			
April 1952	191	3.5	22.7
March 1952	202	3.9	22.6
April 1951	121	2.6	25.2
Total 2/			
April 1952	3,690	25.8	
March 1952	3,691	25.1	
April 1951	2,220	19.9	
<u>Ade bases</u>			
Frozen			
Lemonade base			
April 1952	129	2.3	15.5
March 1952	80	1.5	16.1
Shelf pack			
Orangeade base			
April 1952	268	2.8	14.7
January 1952	181	2.3	15.5

^{1/} Each month represents a 4-week period.

^{2/} Total includes purchases of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, April 1952, March 1952, and April 1951 ^{1/}

Commodity	Consumer purchases : cases of 24 No. 2's 1,000 cases	Percentage of : families buying Percent	Average price : per 46-oz. can 2/ Cents
Orange			
April 1952	1,817	15.9	24.9
March 1952	2,016	17.9	24.4
April 1951	1,403	13.8	33.2
Grapefruit			
April 1952	988	9.2	21.9
March 1952	1,062	10.7	22.2
April 1951	975	10.9	28.4
Orange-grapefruit blend			
April 1952	506	5.6	24.0
March 1952	474	5.5	23.4
April 1951	429	5.5	32.0
Lemon			
April 1952	56	2.8	9.8
March 1952	49	2.8	10.5
April 1951	48	2.8	10.6
Tomato			
April 1952	1,808	20.5	27.3
March 1952	1,859	21.0	27.4
April 1951	1,493	18.4	28.3
Pineapple			
April 1952	1,310	16.3	28.6
March 1952	1,415	17.0	28.6
April 1951	808	12.2	38.0
Prune			
April 1952	417	6.3	32.2
March 1952	435	6.9	32.5
April 1951	334	5.6	32.9
Total ^{3/}			
April 1952	8,028	54.0	
March 1952	8,485	56.6	
April 1951	6,474	49.8	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Source: National Consumer Panel of Industrial Surveys Company

Table 3.--Fresh citrus fruits: U. S. total consumer purchases,
percentage of families buying, and average prices,
April 1952, March 1952, and April 1951 1/

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges			
California-Arizona			
April 1952	826	18.4	47.2
March 1952	862	18.9	46.6
April 1951	1,472	27.9	51.8
Florida			
April 1952	1,809	27.7	35.3
March 1952	1,869	28.3	34.8
April 1951	1,412	22.5	44.6
Total <u>2/</u>			
April 1952	3,103	48.9	39.3
March 1952	3,301	51.5	39.0
April 1951	3,401	51.9	47.7
Grapefruit			
California-Arizona			
April 1952	223	3.5	78.4
March 1952	237	3.9	73.3
April 1951	240	4.2	72.8
Florida			
April 1952	1,180	19.0	82.8
March 1952	1,196	19.8	81.9
April 1951	856	15.3	98.8
Total <u>3/</u>			
April 1952	2,061	32.6	83.0
March 1952	2,113	33.4	81.8
April 1951	1,660	30.1	94.0
Lemons			
April 1952	251	21.9	42.9
March 1952	218	20.9	45.9
April 1951	246	24.0	42.3
Tangerines			
April 1952	35	1.2	46.7
March 1952	125	3.2	42.2
April 1951 <u>4/</u>	-	-	-

1/ Each month represents a 4-week period.

2/ Includes purchases of Texas oranges and those which were not identified as to origin.

3/ Includes purchases of Texas grapefruit and those which were not identified as to origin.

4/ Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, April 1952, March 1952, and April 1951 ^{1/}

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apricots			
April 1952	528	2.8	60.9
March 1952	714	3.5	60.1
April 1951	807	3.4	59.5
Dates			
Domestic			
April 1952	1,072	3.0	27.9
March 1952	1,407	3.8	27.3
April 1951	725	2.5	30.0
Imported			
April 1952	362	2.4	45.2
March 1952	446	2.7	44.3
April 1951	315	2.1	47.7
Total ^{2/}			
April 1952	1,609	5.8	31.8
March 1952	2,097	6.8	30.9
April 1951	1,188	4.9	34.3
Peaches			
April 1952	517	2.2	42.7
March 1952	475	2.1	42.7
April 1951	481	1.8	41.9
Prunes			
April 1952	6,110	14.2	24.5
March 1952	7,276	16.6	24.5
April 1951	5,405	14.7	27.1

^{1/} Each month represents a 4-week period.

^{2/} Includes purchases of dates which were not identified by origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.--Canned single strength juices and ades: U. S. total consumer purchases and average prices, April 1952 (4-week period)

Commodity	Purchases					Average prices		
	Percent of all:		Total all families:		Average per family:		Per actual unit:	
	families buying:		1,000 cases 1/		buying family:		No. 2 can	
	Percent		Number	Ounces	Size	Cents	Cents	
Canned juices								
Orange	15.9	1,817	1.7	66.3	46 oz.	24.9	10.2	
Grapefruit	9.2	988	1.7	62.4	46 oz.	21.9	8.9	
Orange-gpft. blend	5.6	506	1.6	56.4	46 oz.	24.0	9.7	
Tangerine	1.5	100	1.4	47.0	46 oz.	23.1	9.9	
Lemon	2.8	56	1.4	13.6	5½-6oz.	9.8	33.1	
Apple	3.6	286	1.7	44.4	32 oz.	23.0	12.0	
Grape	5.2	213	1.4	28.1	32 oz.	36.4	25.4	
Pineapple	16.3	1,310	1.5	50.7	46 oz.	28.6	11.6	
Prune	6.3	417	1.8	35.3	32 oz.	32.2	18.3	
Tomato	20.5	1,808	1.7	50.4	46 oz.	27.3	11.5	
Vegetable combination	3.4	196	1.3	40.8	46 oz.	39.4	16.7	
Other juices	2/	331	2/	35.6	46 oz.	37.7	16.6	
Total	54.0	8,028	2.9	50.4			12.0	
Canned ades								
Orangeade	1.9	224	1.9	61.9	46 oz.	27.1	10.9	

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, April 1952 (4-week period)

Commodity	Purchases				Average prices		
	Percentage of all:	Total all	Average per	Size of aver-	Size	per actual unit	Cents
	families buying:	families	: buying family:	age purchase			
	Percent	1,000 gallons	Number	Ounces			
<u>Frozen concentrated juices</u>							
Orange	24.5	3,350	2.4	16.2	6 oz.	16.5	
Grape	3.5	191	1.7	9.2	6 oz.	22.7	
Grapefruit 1/	-	-	-	-	-	-	
Orange-grapefruit blend 1/	-	-	-	-	-	-	
Other concentrates	2/	67	2/	13.1	6 oz.	14.5	
Total	25.8	3,690	2.6	15.4			
<u>Ade bases</u>							
Lemonade							
Frozen	2.3	129	1.5	11.0	6 oz.	15.5	

1/ Too few purchases reported for analysis. Purchases are included in total.

2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--Fresh citrus fruit: U. S. total consumer purchases and average prices, April 1952 (4-week period)

Commodity	Purchases					Average price per dozen Cents
	Percentage of all families buying : Percent	Total : all families : 1,000 boxes	Average per : buying family : Number		Size of : average purchase : Units	
Oranges						
California-Arizona	18.4	826	2.0		11.2	47.2
Florida	27.7	1,809	2.2		13.0	35.3
Texas 1/	-	-	-		-	-
Unidentified	10.9	437	1.7		11.5	39.3
Total	48.9	3,103 2/	2.4		12.2	39.3
Grapefruit						
California-Arizona	3.5	223	1.9		5.1	78.4
Florida	19.0	1,180	2.2		4.6	82.8
Texas 1/	-	-	-		-	-
Unidentified	12.1	542	1.7		4.4	83.8
Total	32.6	2,061 2/	2.2		4.6	83.0
Tangerines	1.2	35	1.4		7.9	46.7
Lemons	21.9	251	1.6		5.9	42.9
Limes 1/	-	-	-		-	-
Total	63.1	5,450 3/	3.6		8.8	47.1

1/ Too few purchases reported for analysis.

2/ Includes small amount of purchases of Texas fruit.

3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Industrial Surveys Company

Table 8.--Dried fruit: U. S. total consumer purchases and average prices, April 1952 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of all:	Total	Average per	Size of	
	families buying:	all families	buying family	average purchase:	
	Percent	Tons	Number	Ounces	
Apricots	2.8	528	1.1	12.2	60.9
Dates					
Domestic	3.0	1,072	1.2	19.8	27.9
Imported	2.4	362	1.2	9.7	45.2
Unidentified	.7	175	1.0	19.2	26.7
Total	5.8	1,609	1.2	15.8	31.8
Mixed dried fruit	1.1	302	1.2	15.5	41.0
Peaches	2.2	517	1.2	14.5	42.7
Prunes	14.2	6,110	1.3	23.4	24.5

Source: National Consumer Panel of Industrial Surveys Company